

ing stone line as handled by most jobbers. The object of this is to enable the jobber to handle refilling orders for the selling of assortments and at the same time to fill multitudinous orders from the same stock. Beyond this, the convenience of packing and selling oilstones by the dozen instead of by the pound will



SCYTHE STONE ASSORTMENT A.

be instantly recognized by the trade. This saves breaking packages and marking up prices on each stone, and the time and expense of repacking. On each carton or stone will be found information as to the purpose for which each stone is best adapted: concise instructions regarding usage, and consumers' prices. This



OILSTONE ASSORTMENT NO. 1.

method of offering their line will enable both the jobber and retailer to carry a much better assorted stock with considerably less expense, and to supply the wants of the consumer more intelligently and with a larger profit. In sending this correspondence to the trade, they have added the following unique in-



RAZOR HONE ASSORTMENT NO. 1.

#### A NEW DEPARTURE IN SELLING SHARPENING STONES.

As will be noticed in our advertising columns, the Pike Mfg. Co., of Pike, N. H., have made an entirely new departure in packing and pricing sharpening stones. They have addressed a letter to all the retail Hardware dealers in the United States and Canada, together with price list showing list prices and discounts on oilstones, scythe stones and razor hone stock, and they have also addressed the jobbing trade of the United States and Canada with price list and attached discount sheet. Particularly do they point out the fact that they have listed oilstone stock at dozen prices instead of by the pound, as heretofore, calling attention to the manner in which each stock item is made ready for the trade, on the oilstone stock particularly. The different stones are put up in cartons, which bear revised and up-to-date descriptive matter. Then these cartons are put in dozen lots into lock-corner, slide-cover wooden boxes, which are suitably marked as to contents and prices. This list covers all the items sold in their special selling assortments, and covers the sharpen-

formation: "Upon receiving acknowledgment of this letter, we will take pleasure in sending you one of our souvenir paper-weight desk stones. During the early Spring season the sweet sap of the sugar-maple courses from the root to the maple-bud here in the New England country. As a token of our appreciation of a more substantial acknowledgment we will enclose a jar of new maple syrup or sugar with your order, if received within a month." A sweeter way of introducing a radical change in the methods of distribution it would be difficult to find, and it is hoped that it will prove unusually successful.



# Our New Way of Selling Sharpening Stones

**Price List** Giving list prices of our best selling Oilstones, Scythestones and Razors **By the Dozen**, put up in single cartons or **Convenient Packages**. This list covers all the items sold in our Special Selling Assortments and covers the Sharpening Stone line as handled by most jobbers and retailers. The object of this is to enable the jobber to handle refilling orders for the Selling Assortments, and at the same time to fill miscellaneous orders from the same stock, and the retailer to purchase stock for refilling Selling Assortments or regular stock in **convenient packages** at **prices per dozen**.

## Oilstone Stock

	List Per Doz.	How Put Up.
Lily White Pen Knife Pcs.	1 00	1 doz. Pkgs.
Washita 6 inch	3 60	1 doz. boxes*
Lily White Slips	2 35	¼ doz. cartons
Washita 8 inch	4 50	1 doz. boxes*
Hard Arkansas 4-inch	6 50	1-6 doz. cartons
Lily White 6-inch	7 20	1 doz. boxes*
Lily White 8 inch	9 00	1 " " *
Soft Arkansas	15 00	Individual cartons
Fastcut Axe	45	½ doz. cartons
Fastcut 6-inch	2 00	1 doz. boxes*
Quickcut Axe	1 50	¼ doz. cartons
Fastcut 8-inch	2 50	1 doz. boxes*
Hard Ark. Mtd. 3½ inch	9 00	Individual boxes
Lily White Mtd. 6-inch	11 50	" "
Lily White Mtd. 8-inch	14 00	" "
Hard Ark. Needle Pcs.	1 50	1 doz. pkgs.
Queer Creek 6-inch	2 40	1 doz. boxes*
Queer Creek 8-inch	3 00	1 " " *
Quickcut 6 inch	3 50	1 " " *
Quickcut 8 inch	4 50	1 " " *
"Ezy Edge" Hones	12 00	Individual cartons
Barbers' Special 5-inch	9 00	" "
India Slips	3 60	1 doz. cartons
India No. 29 Coarse	7 20	Individual cartons
India No. 29 Medium	7 20	" "
India No. 2 Combination	7 80	" "
India No. 2 Fine	9 00	" "
India No. 1½ Medium	9 00	" "
India No. 1½ Medium Mtd.	12 00	" "
India No. 1½ Combination	12 00	" "
India No. O Medium	12 00	" "

## Scythestone Stock

	List Per Doz.	How Put Up.
Green Mountain	60	3 doz. boxes
Sun	50	3 " "
Leader Red End	45	3 " "
India Pond No. 1	67½	1 and 3 doz. boxes
Quickcut	90	1 and 3 " "
Mowing Machine	1 12½	1 and 3 " "
Crescent	65	1 and 3 " "
Willoughby Lake	85	1 and 3 " "
Premium Quinnebaugh	80	1 and 3 " "
Black Diamond	1 12½	1 and 3 " "
White Mountain	90	1 and 3 " "
Corundum	1 65	1 and 3 " "



## Razor Hone Stock

	List Per Doz.	How Put Up.
Quarter Fine 6-inch	3 60	½ doz. pkgs.
Dark Blue 6-inch	2 25	½ " "
Superfine 5 inch	4 80	Individual cartons
Half Fine 7-inch	7 20	" "
Yellow Green 7-inch	8 00	¼ doz. pkgs.
Superfine 6 inch	8 40	Individual cartons
Swaty 5 inch	12 00	½ doz. pkgs.
Barbers' Delight 6x2 in.	10 50	Individual cartons
Extra Choice Selected 6-inch	13 20	" "
Barbers' Special 4x2 in.	24 00	" "
Barbers' Special 7-inch	30 00	" "
Barbers' Special 6x2 in.	54 00	" "

\* Each piece in individual carton, then these cartons in boxes.

**NOTE.—1.** The change in price arrangement on Oilstone Stock:

**Price Per Dozen Instead of by Pound.**

**2.** The method of putting up Oilstone, Scythestone and Razor Hone stock:  
**Convenient Sized Packages; Stock Priced Labeled: Ready for use in Assortments, or for Regular Use.**

**WE ARE PREPARED TO FURNISH OUR ENTIRE LINE IN THIS WAY**

Oilstones  
Scythestones  
Razor Hones

Established 1823.  
**PIKE MFG. CO.**  
**PIKE, N. H.**

Corundum Wheels  
Emery Wheels  
Abrasives of  
Every Description



Scythestone Box A  
7 Varieties on Display

Each assortment is packed in an individual shipping case; consequently there is no unpacking of stock and refilling on small orders with the usual breakage and loss of time. Assortments may be re-shipped to your customer by simply changing the stencil on the shipping case.

Each assortment is attractively arranged and displayed and will appeal to up-to-date trade.

Mr. Jobber:—You cannot afford to overlook the manifold advantages resultant from your carrying a stock of **Pike's Selling Assortments**.

We are now offering to the trade three Oilstone, two Scythestone and two Razor Hone Assortments, each in itself a salable assortment of merit.

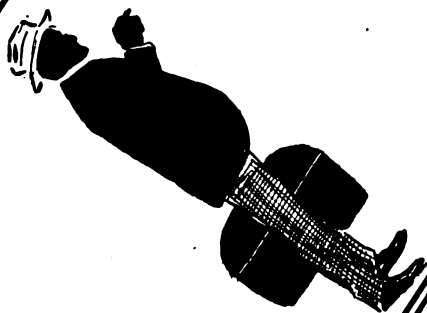
**Mr. Jobber:—Are you handling**  
**The Pike Selling Assortments?**  
**DECREASED COST IN HANDLING GOODS AND FILLING ORDERS.**  
**INCREASED PROFIT BY INCREASED SALES.**

Each assortment leaves a good profit to the trade and a liberal margin for the jobber.

Imprinted booklets furnished without cost on a trial order.

**The Pike Mfg. Co.**  
**PIKE, N. H.**

Manufacturers of Sharpening Stones,  
Corundum Wheels and Emery Wheels.



**Oilstone  
Box No. 1**

showing method  
used in displaying  
stock in the Oilstone  
assortments.



# SOMETHING FROM

To the Wholesale Hardware Salesman  
making the largest sales of our Product  
for one year.

First Prize,	-	-	-	-	-	\$1,000.00
Second Prize,	-	-	-	-	-	500.00
Third Prize,	-	-	-	-	-	250.00
10 Prizes of	-	-	-	-	-	100.00 each.

To all others who enter the contest, 5% on their sales of our  
goods for one year.

Here is an opportunity for EVERY salesman of the wholesale houses handling our goods to make extra money for themselves and profit for their houses.

If you wish to enter the contest, write us at once, giving us your name and address and the house you travel for, and we will enter your name on the list and give you any information you may require, sending you one of our new catalogs and advise you when the contest will commence. Every three months you will send us a report of your sales certified to by your house, and we will issue a bulletin giving the standing of the contestants.

For years we have realized that but a small percentage of sharpening stones has been sold to the consuming public that could be disposed of through a proper display and sales medium. The Selling Assortments were the outcome of our constant endeavor to remedy this condition. Retail merchants handling the cabinets report largely increased sales. This success warrants the larger distribution of the Selling Assortments among retail merchants.

As you will see on the opposite page, we are inaugurating a scheme with the retailers of displaying and advertising our goods. With the co-operation of the salesmen travelling for the wholesale houses and the retail merchants, we believe that a larger portion of the parties that need sharpening stones will buy them.

Let us hear from you promptly so that we can get our list of contestants ready.

## PIKE MFG. CO.

# GOOD FOR YOU PIKE

To the Retail Hardware Merchants.  
Prize and Premium Offer  
for Display and Sale of Sharpening Stones.

First Prize	-	-	-	-	\$100.00
Second Prize	-	-	-	-	50.00
Third Prize	-	-	-	-	25.00
Ten Prizes of	-	-	-	-	10.00 each.

In addition to these prizes we will offer the following premiums:

**CHOICE ONE YEAR EXHIBITS** One of our No. 2844 combination razor hones in silver case with chamois lined compartment for razor in the cover, the hone in the case being a 7 in. Extra Choice selected Belgian. One of our No. 2843 silver cases containing razor hone but without compartment in cover for razors.

**CHOICE 6 MO. EXHIBITS** One of our No. 2845 natural stone carving knife hones or steel with handsome silver handle. One of our No. 2842 handsome silver boxes containing Arkansas stone about 3½ x 1.

**CHOICE 3 MO. EXHIBITS** One of our No. 2832 which is a handled silver box containing an Arkansas stone about 2 in. long by 1 in. wide; a beautiful and unique present for a gentleman's desk or lady's manicure set. One of our No. 2833 which is similar to No. 2832 but without handle; has, however, an ornamental silver dog on the cover.

**2 MO. EXHIBIT** One of our silver souvenirs.

**First Prize** will be given to the retail dealer who makes the best and most comprehensive display of our goods in his show window or on his counters for one year and whose purchases during the year are not less than \$300.

**Second Prize** will be given for an exhibit of our goods as specified in the foregoing paragraph for not less than nine months and purchases during the year of not less than \$200.

**Third Prize** will be given for the best exhibit of our goods for a period of six months and purchases during a period of one year of not less than \$100.

**Fourth Prize** will be given to ten other dealers for making exhibits of our goods as indicated above for three months or more and whose purchases amount to not less than \$100 for the year.

To others making exhibits of our goods for periods from two months to a year, we will award premiums as indicated in the foregoing list.

The fact is a very small per cent. of sharpening stones have been sold in the past that could be sold were they properly brought to the attention of the user. Since we have put on the market attractive cabinets containing our Selling Assortments, retail dealers having them report largely increased sales, and we believe if retailers will display these Selling Assortments prominently they will sell large quantities of sharpening stones, because not one family in a hundred have anything of this kind and not one mechanic in fifty has as many as he requires.

We suggest your advertising in local papers and will furnish you the copy for such advertisements if you wish. We anticipate the full co-operation of the wholesale and retail dealers the coming year, and will aid them in every way possible to increase sales and likewise profits. We have nearly one hundred years' experience in manufacturing sharpening stones, and any stone bearing our trade-mark and name we guarantee to do the work for which it is intended or money refunded.

Advise us if you will enter the contest so we may put your name on our list and send you souvenirs and printed matter from time to time.

## PIKE, N. H.



# Pike Corundum Wheels

Made of the purest, highest grade Corundum obtainable

**FOR FOUNDRY USE AND TOOL GRINDING**

**Cool, Free and Fast Cutting**

Supplied in all required shapes and sizes

New 64-page catalogue on application

Send for souvenir paper-weight, blotter and sharpener

**PIKE MFG. CO., PIKE, N. H.**

Every user of a Pike Corundum Wheel is insured against accident  
by the Casualty Company of America.

TESTED SPEED.....	R.P.M.	RECOMMENDED SPEED.....	R.P.M.
<p>No. <b>3928</b></p> <p><b>CASUALTY COMPANY OF AMERICA</b></p> <p><b>CERTIFICATE</b></p> <p>The operative using this wheel is insured by the CASUALTY COMPANY OF AMERICA, of New York, against personal injuries sustained through the bursting of this wheel, resulting from any defect in the wheel, to an amount not exceeding FIVE HUNDRED (500) DOLLARS, but in no case shall the amount to be paid exceed the actual loss sustained.</p> <p>In case of claim under this certificate, all broken parts of this wheel, together with this certificate, must be forwarded to the undersigned at the address stated.</p> <p>This certificate shall not be valid after two years from date.</p> <p>(Signed)—PIKE MANUFACTURING CO.</p>			